I like the current media owneship rules because i dont trust the the idea the concentratration and controll of information content and distribution in the hands of a small group of interconnected companies. I personally believe that consoladation for purely economic economies of scale would be devastateing to our culture and stifel freedom of speech by putting pressure on journalist to conform to the marketing goals of a small group of controlling companies with a vested interest in influenceing perceptions, wants, needs and drives the american consumer.